

IT Projects

IT Department Projects

There are some great projects on tap for the IT Department this year. The primary project will be to upgrade and centralize the database used to track both assessed and non-assessed businesses. IT staff will be upgrading the central database called iMIS. This central database will be upgraded from version 4.29 to the current release, which is 10.6. With this upgrade there will be some legacy applications dropped along the way. This is a significant upgrade and brings the product into a more current platform, and moves it from an outdated Omnis development platform to a Microsoft .Net platform. The IT department will also be adding a new marketing suite of modules to the base software and implementing an eCommerce solution for assessed businesses to review and pay their assessments online. In addition it will help to collect valuable data on both assessed and non assessed businesses alike.

Another upcoming project will be consolidating some external databases into iMIS to give the Commission a more centralized data warehouse. This will give the CTTC better marketing data moving forward. In fact, the plan is to also implement the Marketing Suite of products that are part of the iMIS.Net family including Process Management, an online sales force automation application, RFM Analytics, a data management and data cube analyzer providing valuable ranking information about our businesses. With any organization of this type, the database is the central point of information about our business relationships. It is our goal to centralize and expand its capabilities dramatically.


Another banner project is the roll out of the new look for www.visitcalifornia.com. A new look, and new features, should be the beginning of a new chapter in our web presence.

Exciting projects on the IT agenda for the year:

- Setting up Secure VPN access for remote staff.
- If approved, the State network will be consolidated into the commission network. This will provide significant cost savings and lower administrative overhead.
- Standardization of the Microsoft Office environment to current and securing the future releases.
- Implementation of the Blackberry Enterprise Server software, allowing better communication for staff members while traveling.
- Setting up 24/7/365 network monitoring to ensure both staff and consumers have access to valuable resources.
- Lastly, implementation of an IT ticket tracking system. This will allow the IT department to better respond to staff requests and to track trouble areas to prevent future recurrences.

Overall, our goal is to better organize the IT department, bring it into the 21st century, centralize our database infrastructure, streamline our processes, as well as offer guidance to management on the direction of the industry.

Safety Roadside Rest Area Vision



Safety Roadside Rest Area Vision


California Transportation Commission


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California's current rest area system

- **87 built 1958 -1984 at a cost of \$70 m.**
(Current value + \$200 million)
- **Operating beyond expected life**
- **Over 100 million users annually**
- **Minimal funding 1984 to 2000**
- **\$136 m programmed – ADA, Cal/OSHA**
Rehabilitation projects began in 2000



Current Functional Needs

- **Rehabilitate Deteriorated Facilities**
- **Improve Accessibility**
- **Increase Safety and Security**
- **Meet Building Capacity Demands**
- **Improve Traveler Services**
- **Resources for Maintenance and New Facilities**

California's Vision for the Rest Area System

- Essential highway safety feature
- A “welcome mat” for tourism
- Improved truck-stopping opportunities
- A showcase for sustainable design technology
- A demonstration of public/private entity partnerships

Partnerships

- Stakeholder involvement as operational partners
- California Highway Patrol
- Dept. of Rehabilitation Blind Vendors
- Welcome/ Interpretive Centers through grants
- Seek commercial partnerships

Collier Interpretive Information Center



Collier Rest Area
Siskiyou County



Valley Wells Safety Roadside Rest Area



Interstate 15, San Bernardino County

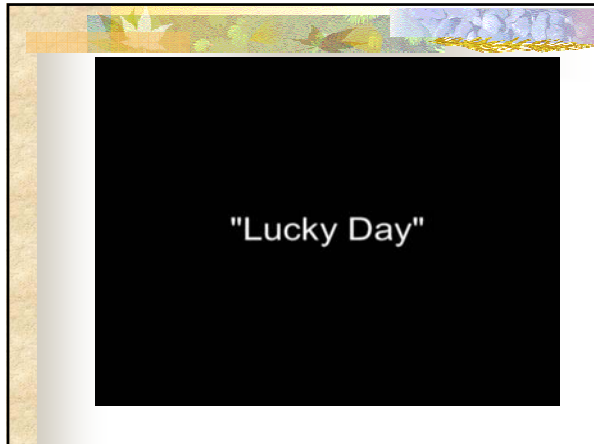
California Travel & Tourism Commission

- California is the # 1 tourist destination in the USA
- In 2005 tourism in California:
 - Generated \$88.1 billion in direct travel spending
 - Increased 7.6 % from 2004
 - Employed nearly 912,000 Californians
 - Generated \$5.3 billion in state and local taxes

Invitation to California

- Governor's vision
- Passage of SB 2592 in Sept. 2006
- National media buy 2007
- Bigger media and cooperative promotions









What We Could Deliver

- Environmentally friendly
- Technology driven
- Community reflective
- Educational and interpretive of local culture
- Economic vitality

Innovative Partnerships

- State or Federal “seed” funding
- Encourage collaboration
- Define benefits
- Sustainable maintenance

California’s Rest Area Vision

- Meet current and future user demand
- Showcase innovative technologies
- Complete and fund SRRA capacity/enhancement projects in the draft 2007 Ten-Year SHOPP plan
- Improve public services through facilitated partnerships
